

Briefing Reports

Flight 93 Advisory Commission Meeting

November 3, 2012

Families of Flight 93
Public Funding / Government Relations

To: Flight 93 Advisory Commission
From: Patrick White & Will Hollier
Date: October 25, 2012
Subject: July-September 2012 Government Relations Report

Federal Appropriations:

Mr. Hollier provided continual intelligence-gathering and consultation with House and Senate appropriations staff and Pennsylvania Delegation regarding status of budget and appropriations process and strategy for FY 13 appropriations bills.

Mr. Hollier provided follow up to the two Department of Transportation grants to secure funds for (1) Flight 93 National Memorial return road and (2) Flight 93 National Memorial pedestrian bridge.

Mr. Hollier confirmed the awarding of two Department of Transportation grants to provide funding for the Flight 93 National Memorial.

Mr. Hollier drafted statements for Pennsylvania Delegation in support of the christening of the USS Somerset which was included in the Congressional Record.

Mr. Hollier recommended candidates to serve on the U.S. Mint design team for the Fallen Heroes of 9-11 Congressional Gold Medal.

Mr. Hollier provided updates on the Reauthorization of the Highway Bill which will provide the funds to the two pending federal grants.

Mr. Hollier provided strategic advice regarding Senator Schumer's legislation to provide federal funding to the National September 11th Museum and Memorial.

Mr. Hollier provided fundraising leads and assistance in raising funds for Flight 93 National Memorial.

Mr. Hollier drafted thank you letters to 9/11 Anniversary Ceremony dignitaries.

Organization

Mr. Hollier led weekly conference calls with Families, National Park Foundation and LAKPR to allocate tasks and responsibilities, ensure proper follow up to action items, and serve as strategy session

Mr. Hollier reviewed and provided comments to LAKPR on press and advocacy materials.

National Park Service Operations Briefing Report

To: Flight 93 Advisory Commission
From: Barbara Black
Date: October 23, 2012 (submitted)
Subject: National Park Service Operations Report

Visitation

- January 1, 2012 to the end of October: over 300,000 (compared to 238,000 for 2011)
- Buses and groups booked for 2012: 752
- Estimated that visitation will reach one-half million from dedication on September 10, 2011 to just before Thanksgiving this year

Volunteer-in-Parks Program

- FY2012 total volunteers hours: over 9,200 (compared to 6,480 for 2011)
- Interpretation volunteer hours: 4,072
- Oral History Project volunteer hours: 1,058
- Natural resources are a new category of volunteering this year with 584 volunteers contributing 1,586 hours on the Reforestation Project.

Interpretation

For the past year, the Division of Interpretation has been working on a series of interpretive materials to offer a diversity of learning tools. With the dedication of the Memorial, new visitation patterns have emerged that have given us the opportunity to observe and learn from visitor's questions asked and more importantly, questions not asked. High numbers of visitors have provided insight into daily operations, adjustments and additions to procedures, and the need for increased resources. Although the foundation documents and programs have been established for consistency and accuracy of message, the work will continue this winter to refine and delve deeper into richer programs, bulletins, and communications to prepare for the next season.

During the last year, Interpretation, with the assistance from the Oral History and Documentation Project and the Friends of Flight 93 accomplished the following: a video was produced for tour groups, tens of thousands of rack cards were distributed, the website was updated, new interpretive waysides were added to the landscape, orientation panels assisted visitors at the memorial plaza, cell phone tours were initiated, and new ranger/volunteer programs were offered.

Fiscal Year 2013 Work Plan:

- Continuing development of the interpretive programs offered daily by the rangers and Ambassadors on the general story of Flight 93 and specific topics selected by the presenters that focus on one aspect, such as the FBI investigation or the significance of the Hemlock Grove.
- Adding new material for the cell phone tours and increased layers of resources for smart phones.
- Creating a new Junior Ranger Program.
- Refining a new program initiated at Founder's Day – a “touch table” for young visitors
- Approving a Social Media Plan to incorporate active use of existing and new social media
- Developing new signage techniques and equipment for programming and special events

Oral History and Documentation Project

The first year of the three year grant from the Heinz Foundation ended with the completion of 69 interviews which included 23 interviews with family, friends, and colleagues of the passengers and crew on Flight 93. In seven years, 766 interviews have been conducted.

Project Highlights for 2012

- First interviews with the Federal Aviation Administration, U.S. Postal Service, and United Airlines at Newark International Airport.
- Five eyewitness interviews including corporate pilots who were requested by Cleveland Air Route Traffic Control Center to confirm the location and provide the coordinates of the crash. This interview will help to debunk the conspiracy theorists who continue to question the final moments of the flight.
- Twenty-one interviews with individuals at work in the U.S. Capitol on the morning of September 11, 2001.
- Donation of the Federal Law Enforcement credentials recovered at the crash site from the family of Richard Guadagno and a collection of records from the U.S. Fish & Wildlife Service of Richard's career.
- Reports from the CIA and other agencies relating to the hijacker's discussions of potential targets for Flight 93.

Use of the Oral Histories and Documentation Collection for 2012

- September 8-9, 2012 Learning Center Without Walls panel discussions
- Group tour video
- Ranger and volunteer interpretive programs
- Visitor Center exhibit plan
- Wayside interpretive panels

- Researchers from the University of Pittsburgh, Indiana University (IN), University of Southern Denmark, and individuals from Pittsburgh and Washington, DC
- National September 11 Memorial and Museum exhibits

Friends of Flight 93 National Memorial
Briefing Report, November 3, 2012

To: Flight 93 Memorial Advisory Commission
From: Jerry Spangler, President, Friends of Flight 93 National Memorial
Date: October 23, 2012 [submitted]
Subject: Quarterly Briefing

Completed Projects

Learning Center Without Walls – new educational initiative sponsored by Friends. Four hours of educational programming took place at the location of the future Visitor Center, reaching several hundred Memorial visitors on September 8-9. Because the programs were also videotaped, the sessions will be used for staff and volunteer training and thousands more will be able to view them at the park website.

The concept of inviting panelists to present at the Memorial on the weekend prior to September 11 came from discussions among the NPS, the Families, and the Friends of Flight 93 about the public's interest in learning more about Flight 93 and the broader context of the 9/11 attacks. The team identified four diverse topics to present, invited speakers from around the country, developed exhibits to complement each subject, and welcomed the public to experience the type of programming which will one day be offered at the "bricks-and-mortar" version of the Learning Center.

The Friends acknowledge Blueand Media, LG Electronics, the National Park Foundation, and James Ferris, videographer, for their generous donations. The sessions were moderated by Superintendent Jeff Reinbold.

The four topics examined at The "Learning Center Without Walls" were:

- **9/11 and the Next Generation** -Panelists discussed the way children experienced September 11, 2001, and how they continue to express their feelings through art.
- **Dispatches from Shanksville: Journalists Remember Flight 93** - Television, newspaper, and radio journalists recalled their experiences in writing and recording the first drafts of history in the days, weeks, and months following September 11, 2001.
- **The Criminal Investigation: Searching for Evidence at the Flight 93 Crash Site** - Members of the FBI described their work at the Flight 93 crash site and the importance of what was recovered.
- **A Grateful Nation: Stories from the U.S. Capitol** - Panelists who were at work in the U.S. Capitol on September 11, 2001, and were evacuated in the face of reports of an incoming aircraft described their experiences and their feelings about Flight 93.

Partner's Reception – On September 10, the Friends hosted a reception at the Indian Lake Lodge for family members, Federal Advisory Commissioners, National Park Service and National Park Foundation guests and other partners in our project.

Luminaria Ceremony – Following the reception, family members, Friends and members of the general public attended a Luminaria Ceremony at the Wall of Names. Forty individuals carried forty metal and glass candle lanterns which were placed in front of each of the 40 marble panels at the Wall.

Information Booths – Friends staffed public information centers at several locations in the park on September 8, 9, and 11.

Flag Flying Project – The Friends completed their 2012 commitment to fly 1,875 flags over Flight 93 National Memorial in support of the National Park Foundation's fundraising campaign. Over the past four months fifty-five Friends (and friends of Friends) flew the flags, logging 110 hours of volunteer time. At the end of this, their third year of flying flags for the campaign, the Friends have flown a total of 4,250 flags.

Public Lands Day and Plaza Greeters – On Public Lands Day, September 29, Friends of Flight 93 National Memorial completed one year of service as Plaza Greeters, welcoming visitors during times of peak visitation. To date, 24 Friends have served as greeters, donating more than 250 hours of service. To mark Public Lands Day 2012, Plaza Greeters distributed packages of sunflower seeds labeled "Flowers of Courage" and a bookmark featuring a sunset photo of the Memorial by Friends member Chuck Wagner. The pre-packaged seeds were a gift from Jeff Arsenault, a Canadian educator who, with "The Children of 9/11" (an organization of children who lost a parent in the September 11 attacks) designed the seed packet, packaged the seeds and distributed them to the three 9/11 sites.

On-Going Projects

National Park Foundation Park Partners Project – The Friends continue to work with Siobhan O'Riordan, Director of Partner Development with the National Park Foundation, to clarify our vision and priorities over the next few years, build operational capacity, strengthen revenue and improve our marketing and communications capabilities. We are in the process of drafting a case statement for use in fundraising and public relations activities.

Quarterly Newsletter – The latest issue of Field Notes, the Friends' electronic newsletter was published in October.

Future Projects

November 3 Annual Membership Meeting – Friends will gather at the National Park Service Somerset office on Saturday, November 3 for the annual meeting of the membership. The 2 pm meeting will begin

with a briefing from the National Park Service, including a discussion of next year's construction projects, and continues with a review of Friends' accomplishments over the past 12 months. A slate of candidates for the Board of Directors will be presented and voted upon. A highlight of the meeting will be the opportunity to view video highlights of the four Learning Center Without Walls programs presented at the Memorial on September 8-9, 2012.

November 10 Friends to visit National 9/11 Memorial and Tribute Center – The Friends of Flight 93 National Memorial is sponsoring a one-day motor coach trip to Lower Manhattan on Saturday, November 10 to visit the National 9/11 Memorial, the 9/11 Tribute Center and other sites related to September 11, 2001. The trip, open to members of the Friends, Flight 93 Ambassadors and volunteers, and the staff of Flight 93 National Memorial, has sold out.

Communications Briefing Report

To: Flight 93 Advisory Commission & Families of Flight 93
From: Lisa Linden, CEO
Linden Alschuler & Kaplan, Inc.
Date: October 24, 2012
Subject: Communications Update

Introduction

Over the past three months, LAK participated in significant media opportunities and initiatives to raise awareness of the Flight 93 National Memorial and the effort to see it completed, including the christening ceremony of the USS Somerset, but none as poignant as the observance of the 11th anniversary of September 11th. It was a time of somber reflection, as Vice President Joe Biden (September 11th) and Defense Secretary Leon Panetta (September 10th) personally reminded the world of the great sacrifice made in Somerset County, PA over a decade ago, recalling the heroism of those aboard United Flight 93. Over the course of five days, media coverage was extensive and global.

Leading up to the commemoration, in coordination with the Families of Flight 93 and the Flight 93 National Memorial partners, LAK steadfastly worked for weeks to ensure that remembrances of the 40 passengers and crew and the completion of the Flight 93 National Memorial continue to be a large part of the September 11th media narrative.

Lisa Linden participated in planning conference calls with Flight 93 National Memorial partners to discuss all aspects of the commemoration including logistics and participation by dignitaries. LAK prepared a preliminary media outreach outline for the five days of September 11th anniversary events (September 7th-11th) and pitched, placed, facilitated and responded to requests for media from local, national and international television, radio, print and online producers, editors and reporters.

Arriving in Somerset County on September 6th, Ms. Linden spent six days (September 6th-September 11th) providing public relations counsel, media coordination and support to the Families of Flight 93 and the Memorial partners at the Flight 93 National Memorial.

September 11th Related Events and Coverage

- Working with Mike Litterst of the NPS, Lisa Linden reviewed and serviced the NPS media credential advisory and form. She commented on and also serviced the September 11th commemoration schedule press release (August 30th) to local and national media. Versions of an **Associated Press** story ran widely throughout the country, primarily on September 6th and 7th, in

outlets online including *The Wall Street Journal*, *Modesto Bee*, *Press-News (Ohio)*, *New Jersey Herald*, *KTVU (San Francisco)*, *Washington Post*, *ABC News*, *CBS News*, *Yahoo News*, *Johnstown Tribune-Democrat*, *U-T San Diego*, *NJ.com*, *Huffington Post*, *Fox News*, *WPXI*, *Times-Picayune (New Orleans)*, *PennLive*, *Stamford Advocate*, *Connecticut Post*, *Houston Chronicle* and *TwinCities.com/Pioneer Press*. The *Chicago Tribune* ran a brief accompanied by photo from last year's ceremony. Regional coverage of the event schedule included the *Philadelphia Inquirer*, *Pittsburgh Post-Gazette*, *WJAC*, *CW 15*, *Daily American*, *Pittsburgh Tribune-Review*, *Gant Daily* and *We Are Central PA*.

- On September 4, LAK serviced the NPS press release announcing Defense Secretary Leon Panetta's visit to the memorial on September 10th. Working with Patrick White, Ms. Linden prepared a statement of gratitude on the Families' behalf which she serviced to media. An **Associated Press** story covering the news of Panetta's visit that included Mr. White's quote circulated nationally in outlets online including the *Sacramento Bee*, *Yahoo News*, *Johnstown Tribune-Democrat*, *Penn Live/Patriot News*, *WFMJ (Ohio)*, *Go Erie*, *Oregon Live*, *San Francisco Chronicle*, *Houston Chronicle* and *MSNBC/Pittsburgh News*. Additional stories appeared in *Stars and Stripes*, the *Philadelphia Inquirer*, *Johnstown Tribune-Democrat*, *Daily American* and *Pittsburgh Tribune-Review*.
- Upon confirmation that Vice President Biden would be making the keynote address at the Flight 93 National Memorial on September 11th, Ms. Linden worked with Patrick White to prepare a statement of appreciation on behalf of the Families. LAK serviced the remark, attributed to Mr. White, to local and national media on September 7th. The **Associated Press** produced a story that ran nationally including in *Yahoo News*, *Houston Chronicle*, *Penn Live*, *Lehigh Valley Live*, *WSB (Atlanta) radio*, *Palm Beach Post* and the *Dayton Daily News*. Additional, regional coverage included *The Johnstown Tribune-Democrat*, *Daily American*, *FOX News PA*, *NBC Philadelphia*, *CBS Pittsburgh*, *Pittsburgh Post-Gazette* and *Pittsburgh Tribune-Review*.
- On September 5th, Lisa Linden arranged for Patrick White and Jeff Reinbold to speak with **NPR Pittsburgh (WESA FM)** reporter Diana Garcia for a story in connection with the upcoming September 11th anniversary.
- LAK provided **FOX 5 NY** with photos of six of the passengers aboard Flight 93 that were provided by their respective families. The station's request was prompted by receipt of a Flight 93 September 11th media advisory that LAK had serviced.
- Lisa Linden arranged for King Laughlin to be interviewed by reporter Kevin Begos, Associated Press, for a story about the progress and popularity of the memorial. On September 9th, the **Associated Press** issued a story headlined "Number of visitors to Flight 93 memorial surges in Pa.; new construction is scheduled." Patrick White was interviewed and quoted as well. Versions of this story appeared throughout the country, including on the websites of **CBS News**, *Washington Post*, *San Francisco Chronicle*, *Wall Street Journal*, *Asbury Park Press (NJ)*, *Huffington Post*, *North Jersey.com*, *Pittsburgh Tribune-Review*, *Ventura County Star (CA)*,

WJTV/ch12 (MS) and *Edmonton Journal (Canada)*. A story also ran in *The Johnstown Tribune-Review*.

- Stories by the *Philadelphia Inquirer/Philly.com*, *Daily American*, *Pittsburgh Tribune-Review* and *United Press International* posted on September 9th and 10th about the FBI agents' talk at the Flight 93 National Memorial.
- The panel with speaker Lori Guadagno about educating children was also covered, notably by the *Pittsburgh Post-Gazette* and *Johnstown Tribune-Democrat*, whose story also ran in *The Orlando Sentinel*.
- The September 10th luminaria ceremony was covered by **ABC News** and local outlets including *The Johnstown Tribune-Democrat* and **CBS Pittsburgh**. Photos of the event taken by the Associated Press ran nationally.
- The **Associated Press** reported on Defense Secretary Panetta's September 10th visit to the memorial, which ran nationally including on the websites of **ABC News**, *Washington Post*, *Wall Street Journal*, **Fox News**, **CBS News**, *Denver Post*, **Yahoo News**, *Picayune Item (LA)*, *Billings Gazette*, **NBC News**, *Los Angeles Business Journal*, *San Francisco Chronicle* and *Stars and Stripes*. A short piece ran in *Time* magazine. Regional coverage included the *Philadelphia Inquirer*, *Pittsburgh Tribune-Review*, *Pittsburgh Post-Gazette*, *Toledo Blade* and *Johnstown Tribune-Democrat*. International coverage included *The Australian*, *Agence France Presse*, **Channels Television (Nigeria)**, and **AGI (Italy)**. Secretary Panetta's visit was also covered by the **American Forces Press Service**.

September 11th

- Stories covering the September 11th commemoration ceremonies at the Flight 93 National Memorial, Pentagon and World Trade Center ran in virtually every major media outlet. Vice President Biden's remarks were streamed live by the broadcast networks and other media. Accounts of his appearance circulated widely in print, broadcast and online media platforms, in both round-ups, e.g., the *Washington Post* and standalone stories, e.g., the *Los Angeles Times*.
- *USA Today* included quotes from Patrick White and Gordon Felt in its initial coverage, and also quoted Mr. White in follow-up story about how "many use 9/11 anniversary to look forward." **Reuters'** coverage that ran nationally included a quote from Mr. White.
- Versions of an **Associated Press** preview story from early morning on September 11th ran online, appearing on the websites of **MSNBC**, **Fox News**, *Denver Post*, **Penn Live/Patriot News**, **Lehigh Valley Live**, **WGAU (Georgia)**, **Delaware online** and *Beaumont Enterprise (TX)*, among others.
- After the ceremony, an **Associated Press** story ran across the nation including in the *San Jose Mercury News*, *Atlanta Journal Constitution*, *Wichita Eagle*, **Huffington Post**, *Johnstown*

Tribune-Democrat, *Yahoo News*, *Bloomberg Businessweek*, *The Olympian* (WA), *NOLA/Times-Picayune*, *Arizona Daily Sun*, *Billings Gazette*, *Sun-Herald* (MS), *Houston Chronicle* and *Denver Post*. *The New York Times*, *Washington Post*, *Politico* and *Yahoo News* included it in their independent coverage. A story was posted prominently on *NBC News*' website. The ceremony was covered by the *Los Angeles Times*, *Chicago Tribune* and *Washington Examiner* as a standalone event and was also included in round-ups of national commemorations. Regional coverage included the *WPMT/FOX 43*, *Pittsburgh Post-Gazette*, *Johnstown Tribune-Democrat*, *Daily American*, *Pittsburgh Tribune-Review* and *WPXI*. The *Philadelphia Inquirer*'s story included quotes from Patrick White and Gordon Felt.

- Stories out of California including those from *KGO-TV*, *NBC-Bay Area* and *San Jose Mercury News* contained quotes from Carol O'Hare.

Politico – After *Politico* reported on conservative radio hosts Sean Hannity and Rush Limbaugh's criticism of Vice President Joe Biden (and Jeff Reinbold) for calling the September 11th anniversary a "bittersweet moment" at the Flight 93 National Memorial, Ms. Linden, working with Patrick White and Gordon Felt, provided a statement on behalf of the Families explaining that the term "bittersweet" is one that the families "have used over the years to describe their feelings when they return to the site."

Pitch for Travel Writers, Television and Radio Producers – In collaboration with NPS and the Families of Flight 93, LAK crafted a travel pitch to encourage people to come to the Flight 93 National Memorial. In response to this pitch, a website reporter for *The Travel Channel* visited on Saturday, September 8th. LAK arranged for her to speak with Jeff Reinbold and family members. A detailed story about the memorial was posted on the Travel Channel's blog on September 11th.

Flight 93 National Memorial Celebrity Golf Tournament – To increase awareness of the Flight 93 National Memorial Celebrity Golf Tournament (September 10th) and Celebrity Tailgate Mixer (September 9th), fundraisers hosted by ex-Steeler Louie Lipps, LAK prepared and submitted "requests for calendar listings" to regional outlets. Postings include *Visit Pittsburgh*, *Pittsburgh.net*, *Eventful*, *Zvents*, *Upcoming/Yahoo*, *WJAC-TV*, *FYI Fly*, *Pittsburgh Tribune-Review* and *Pittsburgh Post-Gazette*. Lisa Linden also circulated the September 4th tailgate party update/announcement to local media.

Pre-September 11th Activities

Christening of USS Somerset – Lisa Linden worked closely with Bill Glenn, Public Affairs Director of Huntington Ingalls Industries (shipbuilders) on media planning and outreach for the two days of events tied to the christening ceremony of the USS Somerset, which she attended. On July 27th, at a roll up event to the christening, television and print were invited onsite to do scene setter stories with Patrick White, President of the Families of Flight 93 and other Flight 93 family members, and executives from Huntington Ingalls. Ms. Linden also attended the dinner that evening, where she made valuable media and government contacts on behalf of the Flight 93 National Memorial and the Families.

With multiple **Associated Press** stories running simultaneously (preview and post-event versions), the ceremony in New Orleans received expansive coverage throughout the United States and Canada in outlets including *The Wall Street Journal*, *Los Angeles Times*, *Newsday*, *New York Daily News*, *CBS News*, *WPXI*, *The Washington Post*, *Huffington Post*, *Atlanta Journal Constitution*, *Charlotte Observer*, *Houston Chronicle*, *Knoxville News Sentinel*, *KFOX El Paso*, *USA Today*, *Miami Herald*, *Journal Record (Fort Wayne, IN)*, *Argus-Press (MI)*, *Boston.com*, *Montreal Gazette* and *Calgary Herald*. In addition, there were standalone stories in the local New Orleans media including the *Times Picayune*, *The Picayune Item* and *WVUE (FOX)*. Pennsylvania outlets *The Daily American*, *Tribune-Democrat*, *Tribune-Review* and *Pittsburgh Post-Gazette* also provided independent coverage.

Besides arranging interviews and putting out statements, LAK helped Mr. White, who was a featured speaker; refine his remarks for the July 28th christening. Between the wire pieces and standalone stories, he was quoted in hundreds of outlets throughout the country.

July Flight 93 Advisory Commission Meeting – Gordon Felt, past president of the Families of Flight 93, provided the Commission with an update on LAK's activities for the preceding quarter as Lisa Linden, on the Families' behalf, was in New Orleans assisting with media coordination and coverage of the USS Somerset's christening. *The Daily American* and *Johnstown Tribune-Democrat* covered the meeting. Each reported on improvements to the site, noting that new orientation and interpretative panels will be installed within the next few weeks and that the memorial has received a record number of visitors: 300,000 people have visited since the dedication on Sept. 11, 2012, including more than 150,000 (at the time) in this calendar year.

U.S. Department of Transportation \$3 Million Grant – Working with Will Hollier and Families members, Lisa Linden prepared a statement of gratitude to the Obama Administration, DOT Secretary LaHood and Interior Secretary Salazar for the \$3 million grant from the U.S. Transportation Department. The grant is to improve access to the Flight 93 National Memorial. Once the DOT release was made public on August 2nd, LAK serviced the statement from Patrick White on behalf of the Families to local media. Several days earlier (July 31st), Lisa referred a request for a reaction from **WJAC/WPXI** to the Families, after the Pennsylvania congressional delegation jointly offered thanks in a release that anticipated the announcement of the grant.

Gettysburg Companion – In June, LAK arranged for Patrick White to speak about the Flight 93 National Memorial with a reporter from the *Gettysburg Companion*, a local Pennsylvania magazine. The issue, which came out in print in late August, features a cover story on the memorial. It is available online at <http://www.gettysburgcompanion.com/editions/August12.pdf>.

Post-September 11th Activities

United States v. 275.81 Acres of Land – Beginning with a brief mention in the legal press (*The Legal Intelligencer*) on October 17th, news accounts appeared reporting that a federal judge had sided with the U.S. government in ruling that Svonavec Inc. does not have the right to mine coal beneath the Flight 93 National Memorial. In consultation with the Families, Lisa Linden offered a neutral statement about the importance of the process moving forward, which ran in a story originating in the *Johnstown Tribune-Democrat*, which then formed the basis of an Associated Press piece that ran regionally (**WPXI, WJAC-TV, Go Erie, Penn Live, Philly.com**) and nationally (**My San Antonio, Times-Union (Albany), Enquirer-Herald (SC), Twin Cities.com, San Francisco Chronicle**). Stories also ran in the *Pittsburgh Tribune-Review* and *Pittsburgh Post-Gazette*.

In Memory of Senator Arlen Specter – Upon learning of the death of former Pennsylvania Senator Arlen Specter, in consultation, Lisa Linden prepared and serviced an expression of remembrance and appreciation from Patrick White on behalf of the Families to regional and national media.

U.S. Department of Transportation \$1.2 Million Grant – Working in cooperation with Patrick White and Will Hollier, LAK prepared a draft statement of appreciation on behalf of the Families regarding the \$1.2 million grant from the US Department of Transportation to the Flight 93 National Memorial. Announced on September 27, this grant is for the construction of the Return Road. Ms. Linden serviced the statement from Mr. White on behalf of the Families to media.

FamiliesofFlight93.org – LAK prepared a selection of media highlights and clips from 2012 to be considered by the Families to update its website, <http://familiesofflight93.org/>

Guantanamo Bay Hearings – LAK provided the Families with daily updates on last week's (October 15th-19th) pre-trial hearings of Khalid Sheik Mohammed and his four co-defendants at Guantanamo Bay.

Ongoing Efforts

Throughout the quarter, Lisa Linden was involved in regular ongoing discussions with the Flight 93 National Memorial partners on planning for this year's September 11th commemoration ceremony. LAK also continued to participate in a weekly conference call with Will Hollier and the Families of Flight 93 to discuss ongoing coordination between media strategy and government relations efforts on issues including federal funding for the Flight 93 National Memorial. Ms. Linden also participated in conference calls of the Flight 93 National Memorial partners' Communications Committee led by Gordon Felt of the Families of Flight 93.

LAK continues regular monitoring of media and blog sites for stories regarding Flight 93.

Conclusion

It has been an honor for LAK to again participate in the Flight 93 National Memorial's commemoration of September 11th. We are grateful for the opportunity to play a part in ensuring that the nation—the world—remembers the heroic actions of the 40 passengers and crew aboard Flight 93 and how they fought back that crisp September morning eleven years ago.

We look forward to continuing our work with the Families of Flight 93 and the memorial partners in the coming months, to help tell the world about the ongoing effort to complete the Flight 93 National Memorial and ensure that future generations honor the lives and actions of the Flight 93 heroes.

Anniversary Planning Briefing Report

To: Flight 93 Advisory Commission
From: Jeff Reinbold
Date: October 24, 2012 (submitted)
Subject: Anniversary Planning Report

This year's event included the observance on September 11th but also activities on the three preceding days. The commemorative service was on a smaller, more personal scale than last year's observance and can be replicated for future years. More than ten thousand people attended events over the four days. Additional details on several of the activities are included in the Friends of Flight 93 report.

- Sept 8-9 (Saturday - Sunday): The "Learning Center Without Walls" programs introduced visitors to different elements of the Flight 93 story and the types of programming that will be offered in the future Visitor Center and Learning Center. The four panel discussions were presented under a tent at the future site of the Learning Center. Topics included: the criminal investigation, the impact of September 11th on children, stories from the U.S. Capitol, and the role of media in telling the story. Grassroots public tribute activities were also highlighted throughout the weekend and the site was also open after dark from Sept 8-11 so visitors could see the lighted Memorial.
- Sept 10 (Monday): Secretary of Defense Panetta toured the site in the afternoon and made brief remarks to the media. The Friends of Flight 93 sponsored a private offsite reception for families and partners and also an evening program that included a lighting of 40 candles in memoriam at the Wall of Names.
- Sept 11 (Tuesday): The public memorial service was held at 10:03AM, the time of the crash. The open air event was conducted near the Wall of Names. The program included past traditions such as the reading of the names by family members, the ringing of the remembrance bells, a wreath-laying, and the opening of the ceremonial gate for family members to walk to the crash site. In addition to planned events, the program included remarks from Vice President Biden and Secretary of Interior Salazar and participation by Secretary of Transportation LaHood and other dignitaries.

The National Park Service held follow-up debriefing meetings with the event team on October 11 and with the Anniversary Planning Committee later the same day. Lessons learned from the event were recorded and will be used in the planning for future events. The Committee will meet again in the spring of 2013.

Interpretive Planning Briefing Report

To: Flight 93 Advisory Commission
From: Jeff Reinbold
Date: October 24, 2012 (submitted)
Subject: Interpretive Planning Report

Interpretation and Education Plan

The plan was completed and printed in the early-fall. The Interpretive Planning Technical Committee (IPTC), the Commission, and members of the former Flight 93 Memorial Task Force Interpretation Oversight Committee were given the opportunity to review and comment on the draft plan before it was finalized. The plan will guide programming and interpretation at the Memorial.

Phase 1B Exhibit Planning and Design

A task order to complete the exhibit design was signed on October 12, 2012 and Gallagher and Associates is actively working on the project again. The design team has been supplemented with staff from the National Park Service Harper's Ferry Center, the agency's central office for exhibit planning and design. The IPTC will be meeting again in the coming weeks and will have review and comment opportunities at specific milestones over the next four months. Final production documents are scheduled to be completed in March 2013. Fabrication award is targeted for September 2013 and installation will be coordinated with building construction.

Interpretive Planning Technical Committee Members

- Brent Glass
- Donna Glessner
- Ed Linenthal
- John Reynolds
- Ed Root
- Barbara Black
- Jeff Reinbold

Design and Construction Briefing Report

To: Flight 93 Advisory Commission
From: Jodie Petersen and Keith Newlin
Date: October 15, 2012 (submitted)
Subject: Design and Construction Report

Compliance and Permits:

- The NPDES (erosion and sediment control) permit :
 - Water Quality sampling continues. See additional information under “Construction Management”.
- The 404 and 401 permits (wetlands):
 - The PADEP has been receiving the required soil/discharge monitoring/reporting as required per the permits.
 - 401 Permit conditions also require additional monitoring, reports (linked to the NPDES Permit) and inspections (see above)
 - Long Term Wetland Monitoring continues as per the permit requirements.

Phase 1A Construction, Construction Management and A/E Assistance during Construction and Other:

- Construction: The construction project was awarded to ArrowKinsley Joint Venture (AKJV) on Nov. 6, 2009.
 - Original Contract Amount: \$11,610,026.00
 - Revised Contract Amount: \$16,691,192.85
 - Project was officially closed out on 08/09/12.

Construction Management:

- Water sampling for permit requirements is still underway and documentation is sent to PA DEP through November 2012. After this time, the construction contractor for the next phase will be required to continue this need.

Phase 1B Design:

- Paul Murdoch Architects (PMA) submitted draft 75% Construction Documents and NPS comments were submitted to PMA on 10/05/2012. This package is for the Visitor Center which includes the Learning Center as a bid option and other bid option are also included.
 - Draft Construction Documents for the VC are targeted for mid/late November, 2012 with Final Construction Documents targeted for January, 2013. After final documents are submitted to NPS/DSC, the package will begin contracting and solicitation needs.
 - PMA has also been coordinating architectural design with exhibit design.

- All Phase Service has been awarded the contract to drill the water well.
 - Award date: 09/01/2012
 - Amount: \$230,380.00
 - Division One Submittals are under review with NPS.
 - Anticipate field work to begin the end of October 2012.
- Final Wastewater Design Needs was awarded to HF Lenz on 08/25/12.
 - Final wastewater construction documents are targeted to be complete no later than April 20, 2013. Design work is being coordinated with the State's work on the AMD polishing pond needs.

Phase 1B Exhibit Planning and Design:

- The task order to complete exhibit design and final production documents was executed on October 12, 2012 to Gallagher and Associates through Bauer Latoza.
- Final production documents are scheduled to be completed in March 2013. Fabrication award is targeted for September 2013 and installation complete coordinated with building.

Phase 1B Revegetation:

- Grove 1-24 plantings are complete with needed trees being replanted based on recent inspection. Trees that have died will be replanted fall 2012.
- Grove 24-40 revised soil amendment (within tree planting pit) and tree planting is currently underway.
 - About 90 trees will not be planted as they are within the grading transition of the Allee. Planting of these trees will need to be coordinated with the future Phase 1B contract needs.

Phase 1C Route 30 Park Entrance / Entry Road and Revegetation:

- Access Road Construction was awarded in September 2010 to New Enterprise Stone and Lime, Co.
 - Original Contract Amount: \$4,455,212.00
 - Revised Contract Amount: \$6,385,225.55
 - Project was officially closed out on 09/30/12.
- NPS awarded Phase 1C revegetation task order to Vanasee Hangen Brustlin, Inc. on September 19, 2010. This contract includes:
 - Revegetation efforts along the Entry/Approach Road were substantially complete on July 26, 2012.
 - Wetland plants for the Tower of Voices will be planted in spring 2013.

Return Road:

- Funding for the Return Road was approved per a DOT Grant Award Notice on 09/24/2012.
 - Amount: \$1,200,000
 - The Return Road is will be a Design/Build Contract. When funding is officially received by the NPS, it is targeted that this project will be Design/Build.

Maintenance Building:

- PreDesign and Schematic Design was awarded to HF Lenz on 07/12/12 with additional technical support from NPS/DSC office. This project is targeted to be Design/Build metal building.
 - The project will be going to the regional DAB in later Nov. 2012.

Fundraising and Capital Campaign Briefing Report

To: Flight 93 Advisory Commission
From: King Laughlin
Date: October 15, 2012 (submitted)
Subject: Fundraising and Capital Campaign Report

The Flight 93 National Memorial Campaign was proud to join the Flight 93 partner organizations, donors, and thousands of visitors in observance of September 11 and the first-year anniversary of the opening of the permanent memorial. This moving and inspiring occasion provided renewed interest in donating to the Campaign.

Fundraising Update

Since the last meeting of the Advisory Commission in July, more than one million dollars has been contributed to the Flight 93 National Memorial Campaign. Several corporate donations led the way during this period, but donations from all levels were received in recognition of the eleventh annual commemoration of the courageous actions of the forty men and women on board Flight 93.

There are nearly 120,000 individual, foundation, and corporate donors to the Flight 93 cause, who collectively have contributed over \$29,000,000 for the design, construction, and programming of the Flight 93 National Memorial. The number of donations exceed the number of donors by a ratio of better than two-to-one, demonstrating a longstanding loyalty and commitment to supporting Flight 93 among existing donors.

The Campaign would like to thank the following donors who made a significant commitment to the Flight 93 National Memorial since the last meeting of the Advisory Commission: the Alcoa Foundation; Altria Group; LG Electronics USA; CME Group; Rosebud Mining Company; Seven Springs Mountain Resort; Somerset County Chamber of Commerce; and The UPS Foundation.

Sustainability Initiatives

The Campaign is continuing to focus donation appeals around efforts undertaken by the design team and National Park Service to become environmental stewards of the natural resources that now comprise the memorial. Some notable recent examples include:

- The Campaign would like to thank the Alcoa Foundation for providing a major grant to support reforestation tree-planting at the memorial. This gift renews Alcoa's previous support of the Campaign. Furthermore, this grant was a catalyst to raise matching funds for other donors during September.

- The Campaign would like to thank The UPS Foundation for providing a major grant to support reforestation tree-planting at the memorial. This gift renews UPS's support of the Campaign.
- The Campaign would like to thank the Office of Surface Mining, Pennsylvania Department of Environmental Protection, and the National Park Service for facilitating a meeting among a dozen organizations to discuss efforts to improve the quality of water resources at the memorial.
- The Campaign would like to express its appreciation to Rosebud Mining Company for supporting future tree-planting initiatives at the memorial. Rosebud Mining Company recently "ripped" or broke up over 20 acres of compacted soil bordering the ring road to allow for planting of thousands of tree seedlings next spring.

Along with our partners, we look forward to the second "Plant a Tree at Flight 93" initiative taking place next spring (dates to be determined).

Partnership with Friends of Flight 93 National Memorial

As part of its commitment to supporting the work of the Friends of Flight 93 National Memorial, the National Park Foundation was proud to work with the Friends leading up to and during the commemoration of September 11. Special thanks to LG Electronics USA for providing equipment for the "Learning Center Without Walls" educational programming.

Over the next two years the Foundation will also continue and expand supporting activities for the Friends undertaken as part of the Park Partners project. These activities will offer resources and expertise across several key areas such as fundraising, stewardship, marketing, and programming.

The Foundation salutes the Friends of the Flight 93 National Memorial for their exceptional work and commitment to the memorial's core mission.

Conclusion

The commemoration of September 11, attended by some of the nation's top leaders as well as thousands of visitors, shows that the story of Flight 93 continues to touch lives and to inspire action. This is more than a welcome indication that support for the memorial will continue through the completion of its construction, the further development of its programs, and beyond.

The National Park Foundation thanks its partners and many thousands of donors for their continued support of fundraising efforts for design and construction of the memorial.

Please contact the Capital Campaign office at 202-354-6487 to discuss prospective donors or fundraising strategies. To make a donation to the Flight 93 National Memorial, please visit www.honorflight93.org.